

PSNI Forecasts Second Wave of Positivity to Come from AV Tech Market in India



With over 180 offices worldwide, the PSNI Global Alliance have extensive experience in India and the wider APAC region. Backed by integrator partners who continue to raise standards from Kashmir to Kanyakumari, PSNI Global Alliance is taking a keen interest in India's rapid economic development despite the current pandemic, and in particular the exponential growth of its technology sector.

India's Technology Renaissance

Although India has for decades been widely considered the outsourcing centre of the world, more recently the country has been taking giant steps towards reinventing itself and is now an established and growing centre of innovation.

Now the world's fifth largest economy, India's growth has been aided by investment through such government initiatives as Digital India, Start Up India, and Make in India.

These efforts have not gone unnoticed, with the result that in 2019, the Indian technology sector attracted investments worth \$9.36 billion, representing a 95% increase compared with the previous year. This demonstrates that India is regarded by global investors as a top destination.

Under the Union Budget 2020–21, the government announced the largest ever financial investment (US\$ 901.70 million) to the Ministry of Science and Technology. Key highlights for the technology sector including tax relief for start-ups, new data centre parks throughout the country, five new smart cities, and full-fledged online degree programmes for under-privileged.

This move demonstrates India's intense efforts towards establishing itself as a leader in industrialisation and technological development.

The COVID Effect

Following the global decline in the pro AV industry in 2020 due to the COVID pandemic, growth is expected to resume in 2021. Since APAC was the first region to be impacted by COVID-19 and the first to re-open, it is likely to experience the strongest growth of all regions, with a 7.4 percent CAGR from 2020 through 2025 while the Americas and EMEA play catch-up with growth at 4.7 percent and 4.5 percent respectively.

This means that in 2025, APAC pro AV revenue is forecasted at \$126 billion, compared to \$108 billion for the Americas and \$81 billion for EMEA.

As a further boost to India's technology sector, Prime Minister Modi has responded to the pandemic with a kick start to the Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign). This is an investment equivalent to 10% of India's GDP and includes the technology sector.

Opportunities for AV Tech in India

As India's economy continues its rapid growth and development, so too does its demand for AV integration. India has a strong culture of pursuing engineering and technology, and people recognise that AV over IP is the future. Streaming solutions and distribution over IP are particular areas for advancement especially in education, government, hospitality and residential markets.

Government is especially noteworthy because as e-governance gathers pace, rapid distribution of key messages to the public will be a basic requirement of all institutions, creating numerous opportunities in AV control.

Whilst the global pandemic caused widespread devastation to many industries, recovery is already well under way in India, and the Indian AV tech industry is considering what measures it must take in the short and longer terms.

Things that AV suppliers and integrators can do right now include working more closely with clients, prudent inventory planning, strict management of cash-flow, and augmenting skillsets through training.

Going forward, new markets of growth need to be explored. For example, the focus towards an increased adoption to a work-from-home format is growing. This could result in a need for higher quality, more reliable video conferencing technology amongst other things.

There is also the possibility of more opportunities for surveillance, control rooms, and network operations centres, so solution providers could find business continuity in that segment.

Girish Narayanan, of Resurgent - a PSNI Certified Solution Provider commented: "The pandemic period had its effects, however India's economy continues to grow. Governments are now turning into early adopters of technology. The huge investments they make in new technologies and infrastructure development will open opportunities for companies like Resurgent. They can provide high-end AV design and build integration services by bringing global standards to the Indian market.

It is just a matter of time for India's private and public sector to bounce back with its full power. COVID19 has brought a major chunk of the population closer to new technologies. AV has increasingly become a part of our daily lives now. In coming years, our focus

will be on making the technology more accessible and help the government bodies & companies to provide services and grow using Audio Visual technology integrations."

Over the longer term, there is unlikely to be any significant reversal in the current trajectory. India has the capacity to challenge the manufacturing supremacy of China. The appetite to implement current technologies and to develop new ones is expected to continue. India can already boast a huge workforce with the skills and competences needed to fuel its boom. Moreover, vast swathes of the population are eager to do the training necessary to fill one of the many new roles in the burgeoning technology sector.

Girish Narayanan concludes: "India's dynamic attitude to engineering and technology will positively impact streaming solutions and AV over IP in areas related to education, government, hospitality, and residential markets.

As the Government's focus on e-governance gathers pace, rapid distribution of key messages to the public will be a basic requirement for all institutions, creating numerous opportunities for the AV industry."



A project by Resurgent, a PSNI Certified Solutions Provider based in India

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